

**Amendments to the Specification:**

*Please amend the paragraph beginning on page 4, at line 12 as shown below:*

Figure 1 illustrates retaining strip 10 which is to be folded to form retaining device 11 (depicted in Figure 3) for retaining an object, such as a spherical object, having indicia for display. As shown in Figures 1-2, retaining strip 10 includes first retaining wall 12 having free edge 14 and first hinged edge 16 opposite free edge 14. The walls are shown as essentially flat although they may be concave, convex, or otherwise shaped. Free edge 14 has at least one recess, or slot 18, formed thereon. Preferably, there are two slots 18. First retaining wall 12 further has inner and outer surfaces 20, 22, wherein inner surface 20 has a set of first rings or lips 24 extending therefrom. An aperture 26 is formed through the first retaining wall 12 creating an opening surrounded by the first lips 24. In this embodiment, there are three lips 24, although each device can comprise fewer or more lips.

*Please amend the paragraph beginning on page 5, at line 21 as shown below:*

As depicted in Figure 3, ~~protrusions~~ a protrusion, or ridge 52, ~~are~~ is received in ~~recesses~~ the slot 18 so that integral and ridged side walls 28, 44 are disposed in substantially parallel relationship and so that fourth end 48 and living hinges 34, 42, 50 are at separate corners of retaining device 11.

*Please amend the paragraph beginning on page 7, at line 15 as shown below:*

Figure 7 illustrates retaining device 211 which is yet another embodiment of the present invention. The embodiment of Figure 7 has similar members as the embodiment of Figures 1-3. ~~For example, walls 12 and 36, lips 24 and 41, and apertures 26 and 43 of Figures 1-3 are similar to walls 212 and 236, lips 224 and 241, and apertures 226 and 243, respectively. For example, walls 12 and 36 are similar to walls 212 and 236. Lips 24 and 41 are similar to lips on the retaining device 211, only one of which, lip 224, is visible in Figure 7. In addition, apertures 26 and 43 are similar to apertures of the retaining device 211, only~~

one of which, aperture 226, is visible in Figure 7. However, as shown, side walls 228, 244 have a length which is less than the outside diameter of object 256.

*Please amend the paragraph beginning on page 7, at line 22 as shown below:*

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As shown in Figure 8, side walls 328 and 344 have a length less than the outside diameter of object 356. However, only retaining wall 312 includes lips 324 and apertures 326. Thus, in this embodiment, wall 336 does not display indicia of object 356. In this embodiment, remaining members of retaining device 211 311 may be similar to the members described in the embodiment of Figures 1-3.

*Please amend the paragraph beginning on page 7, at line 27 as shown below:*

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In yet another embodiment of the present invention in Figure 9, retaining device 411 includes side walls 428 and 444 which do not have equal lengths. As shown, ~~both~~ side walls 428, ~~444 have lengths~~ has a length less than the outside diameter of object 456. ~~However~~ In addition, the length of side wall 428 is less than the length of side wall 444. As a result, an incline is created on retaining wall 412 when in use. In this embodiment, objects such as golf balls may be placed in device 411 sufficiently to have the object's indicia visible on an incline rather than orthogonally with respect to retaining wall 412. In situations where device 411 is placed slightly below eye level of a viewer or within a lateral view with respect to the viewer, the incline allows the indicia of objects 456 to be more easily visible. It is to be noted that other lengths and sizes of the retaining strip and the retaining device may be varied and would not fall beyond the scope or spirit of the present invention. Thus, the lengths of the side walls may be greater or less or substantially equal to the size of the object to be retained in the retaining device without falling beyond the scope or spirit of the present invention.